

### **Listing of Claims**

This listing of claims replaces all prior versions, and listings, of claims in the application:

Claims 1.-26. (Canceled)

27. (Previously Presented) A method comprising:

compiling a first map that associates identifiers of clients in a digital cable broadcast system with identifiers of groups of two or more clients in the digital cable broadcast system;

transmitting the first map to available clients in the digital cable broadcast system;

compiling a second map in which associations between subscriber identifiers and client group identifiers have been changed;

transmitting the second map to available clients in the digital cable broadcast system;

broadcasting digital cable content intended to be accessible only by a subset of available clients to all available clients in the digital cable broadcast system, wherein accessible content is content that is to be output to client displays, and wherein said broadcasting comprises

associating the digital cable content with a first identifier of a first group of two or more clients and

broadcasting the first identifier in association with the digital cable content; and

configuring clients in the digital cable broadcast system to compare the first group identifier broadcast in association with the digital cable content with any group identifiers from a most recently received one of the first map and the second map that were associated with an identifier of the client, to determine if the digital cable content is to be discarded at the client, wherein discarded content is content that is not to be output to client displays.

28. (Previously Presented) The method of claim 27, further comprising receiving a definition of a geographic group of two or more clients, wherein the clients in the geographic group are in a geographic area.

29. (Previously Presented) The method of claim 28, wherein broadcasting the digital cable content comprises broadcasting an advertisement in association with an identifier of the geographic group.

30. (Previously Presented) The method of claim 27, further comprising receiving a definition of a premium content group of two or more clients, wherein the clients in the premium content group pay for premium content.

31. (Previously Presented) The method of claim 30, wherein broadcasting the digital cable content comprises broadcasting premium content in association with an identifier of the premium content group.

32. (Previously Presented) The method of claim 27, further comprising receiving a definition of a child-containing household group of two or more clients, wherein the clients in the child-containing household group report children present in the household.

33. (Previously Presented) The method of claim 32, wherein broadcasting the digital cable content comprises broadcasting a catalog of toys in association with an identifier of the child-containing household group.

34. (Previously Presented) The method of claim 27, wherein compiling the second map comprises compiling the second map to associate identifiers of clients with an identifier of a new group that has been added since broadcast of the first map.

35. (Previously Presented) The method of claim 27,  
wherein compiling the second map comprises:  
accessing a client profile database that includes  
information that profiles clients in the digital cable broadcast  
system; and  
changing the associations between subscriber identifiers  
and client group identifiers based on the information included  
in the client profile database.

36. (Previously Presented) A broadcast system comprising:  
a data transmission network;  
a head end comprising  
a map that associates identifiers of clients in the  
broadcast system with identifiers of groups of two or more  
clients in the broadcast system,  
logic to associate content that is to be broadcast  
with an appropriate group identifier, and  
a transmitter to transmit the map and broadcast the  
content in association with the appropriate group identifier  
over the data transmission network even when the content is  
intended to be accessible only by a subset of available clients  
in the broadcast system, wherein accessible content is content  
that is to be output to a client display; and  
a collection of clients, each client comprising

a receiver to receive the broadcast content in association with the appropriate group identifier and the map from the head end over the data transmission network,

logic to identify one or more groups to which the client belongs from the received map, and

logic to compare group identifiers associated with received broadcast content to group identifiers of any identified groups to determine if the broadcast content is accessible content that is to be output to a client display or inaccessible content that is not to be output to the client display.

37. (Previously Presented) The broadcast system of claim 36, wherein the broadcast system comprises a digital cable broadcast system.

38. (Previously Presented) The broadcast system of claim 36, wherein the head end further comprises:

a client profile database that includes information that profiles clients in the broadcast system; and

logic to compile the map based on client profiles in the client profile database.

39. (Previously Presented) The broadcast system of claim 36, wherein the head end further comprises:

logic for changing the map associations between client identifiers and client group identifiers.

40. (Previously Presented) The broadcast system of claim 36, wherein the map comprises a definition of a geographic group of two or more clients, wherein the clients in the geographic group are in a geographic area.

41. (Previously Presented) The broadcast system of claim 36, wherein the map comprises a definition of a premium content group of two or more clients, wherein the clients in the premium content group pay for premium content.

42. (Previously Presented) The broadcast system of claim 36, wherein the map comprises a definition of a child-containing household group of two or more clients, wherein the clients in the child-containing household group report children present in the household.